

We Extend A

Prosperous New Year

To all our many customers and friends.

EARL C. CLAPP
HARDWARE

GENESTA

THEATRE

Monday, January 1st

CHARLIE CHAPLIN

In the Latest Mutual Special

"The Pawn Shop"

ALSO

"Wizard of Ozz"

Continuous Show from 3 P. M.

FREE MATINEE FOR CHILDREN UNDER
12 Years from 3 to 5 P. M.

NIGHT SHOW 15c to ALL.

COMMENCING

Tuesday, January 23rd

FIRST EPISODE OF

"The Purple Mask"

FEATURING

Francis Ford and Grace Cunard

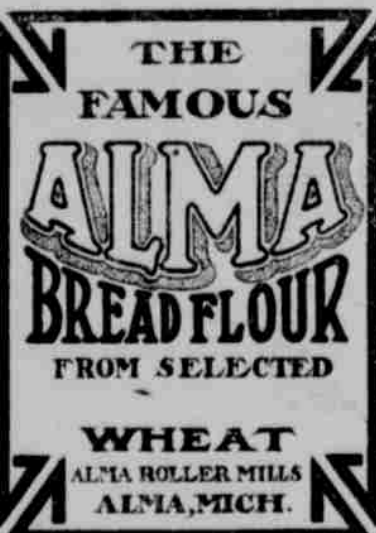
This Serial will be but One Week of Age
When Exhibited Here.

For Economy

and

Satisfaction

Use

Satisfaction
Guaranteed

Alma Roller Mills

LOCAL NEWS ITEMS

Dr. Lamb was in Ann Arbor on professional business Wednesday.

Jake Barney of Detroit spent Christmas in Alma with his family.

John Parrish transacted business in Detroit on Wednesday of this week.

Mrs. O. W. Hayes is visiting at the home of her parents in Port Huron.

Jotham Allen transacted business in St. Louis on Wednesday of this week.

Miss Mildred Kress of Detroit was in Alma visitor on Wednesday of this week.

Sherrill Callahan of Mt. Pleasant spent Christmas in Alma, a guest of relatives.

V. C. Calkins left this morning for Chicago on a short business and pleasure trip.

Miss Minnie Chisholm spent Christmas at the home of her parents near Breckenridge.

Mr. and Mrs. J. A. Gerhardt spent Christmas in Reed City, guests at the home of relatives.

Harold Davis is in Bay City, where he is visiting with friends for the balance of the week.

Mr. and Mrs. G. V. Wright spent Christmas at the home of the latter's parents at Crystal.

Rev. A. B. Bowman and family spent Christmas with J. A. Broder and family of Carson City.

Mrs. D. W. Adams left Tuesday for Grand Rapids, where she is visiting with relatives this week.

The body of Clark Beebe of Lansing was brought here today for burial in Riverside cemetery.

Mr. and Mrs. Ernest Seig spent Christmas in Alma this week, a guest of Rev. A. B. Bowman.

Miss Barnhart of Sheridan spent the week end in Alma, a guest at the home of Mr. and Mrs. H. B. Stuckey.

J. L. Gardner of Saginaw was in the city today on business with the Republic Motor Truck Company, Inc.

Mr. and Mrs. Frank McConkey spent Christmas in Ithaca, guests at the home of George Long and family.

Fred Slater was in Cleveland, Ohio, the fore part of the week on business. He was accompanied by his son, Victor.

William Bittner of Saginaw spent Christmas in Alma, a guest at the home of his parents, Mr. and Mrs. J. A. Bittner.

Miss Etta Stuckey of Cadillac spent Christmas in Alma, a guest at the home of her parents, Mr. and Mrs. H. B. Stuckey.

Ralph Wheaton of Detroit spent Christmas and the fore part of the week in Alma, a guest at the home of his parents.

Professor F. E. West of Alma college left this morning for Lapeer, where he will visit with relatives over the week end.

Harvey Hubbard of Flint is visiting with Alma friends for a few days. He will be remembered as a former resident of this city.

John and Robert Burns of St. Louis were in Alma on Wednesday, attending the meeting of the democratic county committee.

Mr. and Mrs. James Ostrander of Houghton Lake, former Alma residents, have announced the arrival of a boy at their home.

Alma college and the Alma public schools, which have been closed for the holidays, will open again the fore part of the coming week.

Professor James E. Mitchell will lecture before the Men's Bible class of the M. E. church next Sunday at 11:30. Visitors are welcome.

The price goes up January 1st, but the Record office will be open evenings Friday and Saturday for your renewal. Save the half dollar.

Charles Brown, Archie McCall and John Mathews of Ithaca attended the meeting of the democratic county committee here on Wednesday.

Carlyn Delevan of Missoula, Montana, was an Alma visitor the fore part of the week. He will be remembered as a former resident of this city.

Henry Breece of Toronto, Canada, spent Christmas and the fore part of the week in Alma, a guest at the home of his parents, Mr. and Mrs. Charles Breece.

R. B. Wagner, secretary of the Gratiot County Gas company, left this morning for a two months' business trip through Tennessee and Georgia.

The Alma Record will be open Friday and Saturday evenings to receive subscriptions and renewals, before the price advances to \$1.50 on January 1st.

Milton Jackson of Detroit, special chemist for Dodge Brothers, spent Christmas in Alma, a guest at the home of his father, Rev. J. Frank Jackson.

Mayor Ira McKinney, who has been on a business trip through Colorado for the Michigan Sugar company, returned to his home in Alma on Saturday of last week.

The date of the annual meeting of the Civic Improvement league has been changed to January 12th. The meeting will be held at the home of Mrs. Francis King.

Mrs. Paul Odle and son left Wednesday for Port Huron, where they will visit at the home of Mrs. Odle's parents. Mr. Odle will join them there on New Year.

Archie Wood, who is attending the University of Michigan this year, is spending the Christmas vacation in Alma, a guest at the home of his parents, Mr. and Mrs. E. M. Wood.

Miss Beulah Parr, who is teaching this year in the public schools of Wyandotte, is spending the Christmas vacation here, a guest at the home of her parents, Mr. and Mrs. W. H. Parr.

Harry Jackson of Detroit, a chemist at the plant of Park Davis, spent Christmas in Alma, a guest at the home of his father, Rev. J. Frank Jackson. He will remain here for two weeks.

Owing to the fact that a number are not able to get into the office during the day, the Alma Record will be open Friday and Saturday even-

ings to receive subscriptions, before the price advances, January 1, 1917.

The W. R. C. Thimble club will meet with Mrs. Francis Hawley, 315 Gratiot avenue, on Thursday, January 4th. A pot luck dinner will be served. All members are requested to be present.

Miss Zella McJenisey was married at the home of her parents, Mr. and Mrs. L. R. McJenisey, to Charles G. Bradley of Urbana, Illinois, on Sunday, December 25th. The ceremony was performed by Rev. Brownlow.

Mary Pickford's new play, "Less Than the Dust," takes its name from a poem written by Laurence Hope and is the story of a little cantaway who though of English birth has been reared among the lower caste of India.

Edith Carbone Ellis died December 23rd at Flint and on Tuesday the funeral was held at the Carbone home east of Alma, Rev. Wm. H. Mason officiating, and interment was made in the St. Louis cemetery. She was 38 years old.

The Alma high school basketball team will play the first game of the season away from home next Friday night, playing Cadillac at Cadillac. The game will be a hard one from start to finish and Coach Lake's men will have to work with a vim to win.

The Alma State Savings bank has issued a very neat art calendar of the city of Alma. Pictures of the Republic Motor Truck Company, Inc., Wright Hall, the high school, Libby McNeill & Libby, Swift & Company, Michigan Sugar company Alma plant, and the bank, grace the calendar.

Mrs. Francis Utley, who died at Brainerd hospital last week Thursday, was buried on Saturday. The funeral was held from the M. E. church, Rev. Thomas G. R. Brownlow officiating, and interment was made in Riverside cemetery. Mrs. Utley was 75 years old and had resided here for some years.

It was a big Christmas dinner that was held at the home of Frank Webb near Alma. Fifteen children and grand children were present at the home of the parents and grandparents, and the big reunion brought an added joy to the joyousness of the Christmas Day, and to the Christmas spirit of good fellowship.

THE CHURCHES

Special revival meetings are being held at the Methodist church, at which Hugh Smith is assisting Rev. Brownlow. Sunday morning service starts the campaign. Services every night at 7:30 p. m.

Sunday services at the Presbyterian church as usual. The pastor will preach at both services. The week will be the week of prayer and services will be held every evening excepting Saturday. Services at 7:30 p. m.

Christian Science: First Church of Christ, Scientist, in the Alma State Savings Bank building. Services Sunday at 10:30 a. m., and Wednesday evening at 7:30 p. m. Subject for December 31st, "Christian Science." Reading room open from 2 until 4 o'clock Saturday afternoons.

The regular services will be observed at the Baptist church Sunday, with the pastor preaching at both church meetings. The week of prayer will be observed all week, excepting Saturday night. All meetings of the week at 7:30 p. m.

The pastor will preach on the subject, "Our Yesterday's and Our Tomorrow's," at the U. B. church. The Sunday school will be re-organized for the next year. All other services as usual.

At St. John's church the regular services of the week will be held. The pastor will preach on the subject, "Earth's Transformation," at the morning service Sunday.

Sunday, December 24th, having been the last Sunday in the season of Advent there was no Christmas music that day in the church. A celebration of the holy communion was held on Monday at 9:30.

CARD OF THANKS

We wish to thank the friends who so kindly assisted us during the sickness and death of our dear mother.

RUFUS UTLEY,
EDWARD UTLEY,
BERT UTLEY,
MRS. L. M. BAILEY,
MRS. SARAH SOSTELLO.

Special--

attention is given to

Party Gowns

and up-to-date

Suits and Dresses

The very latest can be seen at my parlors

EDNA KELLY

Four Two Seven W. Superior
ALMA, MICH.

G. B. PORTER

REGISTERED

OPTOMETRIST

Fine Watch Work a Specialty
State Street, Second Door South of
Ellison's Grocery

THE THEATRE

The Genesta

In "Less Than the Dust," the new picture in which Mary Pickford is appearing, she will be introduced to her host of admirers in the guise of a deserted orphan of English birth who has been adopted by a sword maker in an East India city and reared among the natives. Later it is discovered who she is but not until she has gone through all of the anguish following the treatment by those who know her only as one of lower caste and less than the dust. The scenario, full of drama, thrilling scenes and delightful comedy, was written by Hector Turnbull with John Emerson as the director. The supporting cast is one of distinction and in all more than two hundred and fifty people appear in the scenes which are laid in India and England. In one of the incidents of the battle scene the little girl rescues a British soldier who has been wounded and he in the end wins her heart. Will be shown at Genesta theater soon.

The Idlehour

There are several noteworthy productions coming to the Idlehour during the next few days.

On Saturday, Frank Keenan and Mary Boland, both well known stars, will present "The Stepping Stone," a keenly interesting story of Wall Street and its relations to the home. This is rated as one of the best productions on the "Triangle" program. With it will be shown one of the amusing "Keystone" comedies.

On Sunday, a high priced "Vita-graph" special, "The Tarantula," will be presented. The story of an innocent girl who listened to the lying words of love of an unscrupulous New York "gentleman," and her subsequent revenge on him by means of the thing he feared most—the bite of a "Tarantula," the giant spider of the tropics, furnishes material for one of the most thrilling and startling dramas shown in Alma for some time.

On Monday—New Year's Day—a special program has been arranged for. Marguerite Clark, the dainty and bewitched star, who has made a very warm spot for herself in the hearts of Alma picture "fans," will present a delightful southern romance of Mexican war times, entitled "Mice and Men." With this will be shown the second chapter of the thrilling Universal serial, "Liberty." Those who enjoy a snappy photoplay in continued story form will do well to get in on the early chapters of "Liberty." In a recent magazine devoted to movie exhibitors a tabulated statement was given showing exhibitors' reports from all over the country on ten of the recent serials, and out of the lot "Liberty" was the only one to get a rating of 100 per cent.

On Tuesday comes one of the "real" treats of the season, Wm. H. Crane is the recognized dean of the American stage when it comes to comedy characterizations. His presentation of "David Harum," a character that will live forever in American dramatic and literary history, is not only a work of real art, but provides one of the most enjoyable bits of real fun that has ever been put upon the screen. The horse trade and the balky horse which made the book famous are admirably reproduced. By all means don't miss "David Harum."

WORMS MAKE CHILDREN FRET-FUL

If your child cries out in sleep, is nervous, puffy and listless, he may be a victim of worms. Begin treatment at once with Kickapoo Worm Killer. This candy laxative in tablet form kills the worm and removes it quickly and easily. Don't permit your child's development to be retarded by the continued draining of his vitality by worms. Get Kickapoo Worm Killer at your Druggists, 25c. Adv. 1

Studebaker
New Series 18

The Series 18 cars are leaders in the industry, history makers, which put Studebaker in the lead with new and greater values at popular prices. Studebaker has led the way in nearly every forward step in automobile construction in which the owner profited. See these cars now.

40 H. P. 7 Pass. Four, \$940; 50 H. P. 7 Pass. Six, \$1,180.

M. L. PERRIGO

Dealer

Alma, Mich.

Gerhardt's Store News

Cut Prices

FURS

We have just a few sets of Furs left and will sell them very low priced.

\$16.50 White Set	\$9.98
for	
\$35.00 Mink Set	\$19.00
for	
\$12.50 Red Fox Set	\$8.50
for	
\$10.00 White Muff	\$5.00
for	
Samples for	\$1.50 up
Come and see.	

COATS

Closing out all Coats.

\$6.50 to \$8.50 Children's Coats	\$5.00
for	
\$14.50 Ladies' Coats	\$9.25
for	
\$16.50 Ladies' Coats	\$10.50
for	
Children's White Bear Skin Coats at	\$1.49 to \$2.75

Come in if looking for a Coat.

J. A. GERHARDT

Record Want Ads for Results

The Idlehour

"The House of Good Shows"

FRIDAY

Constance Collier

the Renowned English Actress

— IN —

"THE TONGUES OF MEN"

A Dramatic Story of Grand Opera and the Church

SATURDAY

Frank Keenan and Mary Boland

In a Powerful and Thrilling Drama of Wall Street and its Relation to the Home

"THE STEPPING STONE"

Also Two-act Keystone Comedy

"BUCKING SOCIETY"

Matinee at 2:45 p. m.

SUNDAY

A Vitagraph Blue Ribbon Special

"THE TARANTULA"

A Thrilling, Startling and Sensational Drama. If You Like a Picture That Keeps You "Keyed up" Every Minute, See "The Tarantula" Also Two Reels of Comedy

Continuous Show from 3:00 o'clock

NEW YEAR'S DAY

Dainty and Delightful

Marguerite Clark

in a Beautiful Southern Romance

"MICE AND MEN"

Also Chapter Two of

"LIBERTY"

Continuous Show from 3:00 o'clock

TUESDAY

A REAL TREAT

Wm. H. Crane

— IN —

"DAVID HARUM"

One of the Most Enjoyable Photoplays Ever Shown. The Well-known Story of David Harum is Followed in Detail, and Wm. H. Crane Fits the Character Like a Glove. Don't Miss It.

WEDNESDAY

De Wolfe Hopper

— IN —

"SUNSHINE DAD"

Ford Sterling

— IN —

"THE SNOW CURE"

Try The Record Want Ads.